**GROUP: BATTLE ANGLE-ALITA**

**TOPIC: THE IMPACTS OF SOCIAL MEDIA ON BUSINESSES AND CONSUMER HABITS**

**THESIS STATEMENT:**

The development of social media introduced a new stream of commercial opportunities in business and also changed consumers' purchasing habits.

**INTRODUCTION:**

Did you know people sell food, electronic appliances or even cars on social media? In this digital generation, e-commerce becomes common and fast developed with the introduction of social media. According to Global Web Index, it is found that almost 97% of online adult users have at least one social media account and people spend time on social networks and messaging to communicate with their friends and get the latest information (Tobon, 2021). When more people start to use social media frequently, they will now be acquainted with the use of e-commerce. According to Statista (2018), there is a dramatic increase in the number of online shoppers and it is estimated that 1.8 billion people worldwide purchased goods online in 2018 . The development of social media has brought lots of surprises to the commercial field as it opens up features which benefit both businessmen and online consumers. Social media has promoted the development of user-generated content, a global community, and the feedback or suggestion by consumers (Voramontri & Klieb, 2019). These features have developed creative and innovative progress in the commercial field. Therefore, there always appears something new in social media related to e-commerce in order to attract the interest of target consumers. Moreover, more opportunities are given with the development of social media in the commercial field. According to Jussila (2011), social media has already been illustrated to open a wide range of new opportunities for the business sector by providing the features that encourage interaction, innovation and collaboration between various parties. Besides, development of social media also changes the consumers’ purchasing behavior because social media provides a lot of information and it becomes the key for the consumers decision making. Therefore, it is undeniable that the development of social media introduced a new stream of commercial opportunities in business and also changed consumers' purchasing habits. As now we can see that social media is a current new trend, it shows that humans have taken a big step forward for a better world.